QuickChek
FOOD STORES

Quick Chek Food Stores

1997 Cigarette Outlet Program

R. J. Reynolds Tobacco Company

Source: https://www.industrydocuments.ucsf.edu/docs/qmky0000

1997 Cigarette Outlet Program
Basic Requirements

- RJR Full Price promotional capability in Primary position.
- RJR Savings Brand promotional capability in Primary position.
- Parity representation for RJR Displays at register position (selling area), Full Price and Savings Brands.
- "Feature" Self-Service Savings Center in a Primary Savings Brand Position.
- Self-Service Savings Center for "other" brands if applicable
- Full Price Carton Merchandiser for RJR Full Price Cartons
- Indoor and outdoor "high impact" signage.

Qualification of all above requirements to be determined by RJR Representative.

Source: https://www.industrydocuments.ucsf.edu/docs/qmky0000

1997 Cigarette Outlet Program
Basic Requirements

- Retailer agrees to:
  - Provide promotional assistance as requested by RJR
  - Display RJR "lowest brands" if applicable
  - Provide RJR share of available signage equal to RJR share of market.
  - Provide RJR share of space on carton merchandisers equal to share of market.
  - Ensure adequate quantity of RJR Brands to minimize out of stock including brands designated for display.

Source: https://www.industrydocuments.ucsf.edu/docs/qmky0000

1997 Self-Service Cigarette Outlet Contract
RJR Monthly Display/Retail Accrual Allowances

RJR Weekly Carton Volume	141-177	178-221	222-279	280-345	346-432
Monthly Payment	$ 310	$ 371	$ 455	$ 541	$ 606
Retail Accrual Monthly	$ 258	$ 324	$ 408	$ 507	$ 633

Source: https://www.industrydocuments.ucsf.edu/docs/qmky0000

1997 Self-Service Cigarette Outlet Contract
Monthly Display Allowances
Industry

Weekly Carton Volume	441-543	554-691	692-872	873-1078	1079-1350
RJRMonthly	$ 310	$ 371	$ 455	$ 541	$ 606
PM Level II	$ 560	$ 703	$ 880	$ 1,100	$ 1,100
BAT Gold	$ 120	$ 165	$ 215	$ 240	$ 240
Lorillard	$ 198	$ 198	$ 198	$ 198	$ 198

Source: https://www.industrydocuments.ucsf.edu/docs/qmky0000